



1. Preparing the Ground for Seed.



2. Sowing the Seed.



3. Watering the Tea Plant.



4. Copying to Warehouses for Exportation.

AGENT,  
**W. BEAL, DRAPER,**  
**THRAPSTONE.**

**The London Genuine Tea Company**

(ESTABLISHED 5<sup>th</sup> NOVEMBER, 1818.)

HAVE again the pleasure of presenting their acknowledgments to the Public, for the increasing patronage they have experienced since they last addressed them; they beg to repeat their former assurance, that as they have not, so they will not, in any respect, deviate from those principles which first gained them the confidence of their Friends; and they acknowledge, with much satisfaction, the many testimonies which have received of the general impression that this Establishment has been the means of emancipating the Public from the alarming impositions in the article of Tea, which have so long been practised, while it must prove a strong check against any similar frauds in future.

It is now universally admitted, that the Public ought to have been supplied with Teas very far superior, at their Prices, to any which have been sold for many years previous to the Company's Establishment;—as a proof, Families are respectfully invited to make a trial of the Company's Teas, which they flatter themselves will gain much by comparison with any Teas at the same Prices, vended by any other House.

The extent of the Business of the London Genuine Tea Company, is without precedent; the average Amount of their Sales being

Upwards of 2,500 Pounds Weight of Tea every Day!

Which simple fact is sufficient to show how highly their Establishment is appreciated.

**PRICES:**

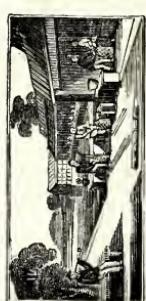
BLACK.	s. d.	GREEN.	s. d.
Good Congon .....	6 0	Good Strong Green .....	7 0
Superior ditto .....	6 0	Fine full-flavoured Bloom .....	8 0
Strong ditto .....	7 0	Hyson King .....	9 6
Strong Souchong .....	8 0	Good Hyson .....	10 6
Full-flavoured Souchong .....	10 0	Full-flavoured ditto .....	12 0
Fine Ceylon and Pekoe .....	10s & 12 0	Strong Young Hyson .....	10 6
Fine Pekoe .....	12 0	Gunpowder .....	16s. & 18 0

In consequence of observing the numerous adulterations in Coffee, Chocolate, and Cocoa; and that the two latter (although the duty has been considerably lessened) are not sold at such reduced Prices as the Public are entitled to expect, the LONDON GENUINE TEA COMPANY have added these Articles to their Establishment; the Chocolate and Cocoa of their own manufacture, and the whole warranted in their native purity.

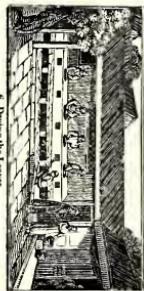
BEST WEST-INDIA COFFEE, whole or ground, packed in lead, in lbs at per lb. 3 6  
 FINEST TURKEY COFFEE, whole or ground, packed in lead, in lbs at per lb. 4 6

CHOCOLATE,..4s 4d per lb. COCOA,..3s 4d per lb.

The London Genuine Tea Company request the Public to observe, that they do not solicit their Favours under any impression of vending LOW-PRICED TEAS. To prove how easily this can be done, they need only be referred to the recent numerous Extraordinary proceedings, wherein it was proved that a profit of more than £600 per Cent. was made by mixing counterfeit with genuine Tea. When persons publish Prices, of Souchong and Green Teas, below the West-Indies (even for inferior Teas) at the East India House, their professions of fair dealing deserve to be suspected; as it is evident, that the Teas cannot be afforded at the Prices they advertise, unless the quality is depreciated by adulteration with fictitious Tea, or Bohea, to which latter a poisonously strong taste is given when used to mix with Green Tea; and the mixture of which with genuine Tea has been so deservedly exposed by the London Genuine Tea Company, who are enabled to offer Teas of the best kinds, in consequence of the magnitude of their business, aided by such very quick returns, at a small profit beyond the Prices paid at the East India House, to the total exclusion of every description of inferior Teas.



5. Final Drying.



9. Reducing the Ficki Tea to Powder.



8. Sorting and Sifting after Drying.



7. Rolling and Curling after Drying.

# SKETCH OF THE ORIGIN AND PROGRESS OF THE LONDON GENUINE TEA COMPANY.

THE general use of Tea, and the comparatively high price it has always maintained, had long since suggested to the minds of unprincipled persons, the great advantage to be derived from an imitation of this admired exotic. By a statute so long back as the reign of George the First, a penalty of £100 was incurred by the manufacturer of spurious Tea; and to such an extent has the practice been subsequently carried, that the legislature has found it necessary to inflict still severer penalties. But the numerous convictions during the summer of 1818, of Tea-dealers, who had been till then considered respectable, and the circumstances which transpired on their trials, gave the first serious alarm to the public mind, and excited a general sensation of abhorrence at a system which hazarded the health of the whole community.

By a report in the *Courier* Newspaper of the 22d of June, 1818, one defendant was convicted in the penalty of £500 for manufacturing 1 cwt. of Sloe-leaves, 1 cwt. of Ash-leaves, and 1 cwt. of leaves of another tree, in imitation of Tea. To produce this imitation the following horrid process was employed:—in order to be converted into an article resembling black Tea, the leaves were first boiled, then baked upon an iron plate, and when dry, rubbed with the hand, in order to produce that curl which the genuine Tea had; they were then coloured with logwood. The green Tea was manufactured in a less questionable and more destructive manner: the leaves, after being pressed and dried, were laid upon sheets of copper, where they received their colour from DUTCH PINK and VERDIGRIS! both deadly poisons!

By another report in the *"Times,"* of May, 1818, another defendant was convicted in the penalty of £840!—Persons were employed to gather the leaves, at 2d. per pound. The leaves, after boiling, (during which process VERDIGRIS, a rank poison, was put into the water,) were squeezed in a press, then placed over a slow fire on SHEETS OF COPPER to dry! After drying they were sifted, and MORE VERDIGRIS and DUTCH PINK ADDED, to give the leaves that green bloom observable on genuine Tea. The black Tea was coloured with logwood!

In the same paper are reports of NINE other trials; the defendants in SIX of which submitted to verdicts for the Crown,—penalty £510!—N. B. The fines for four not reported.

Besides the above, there were numerous convictions all over the kingdom; and in Scotland and Ireland, the penalties during a few months, exceeded FIFTEEN THOUSAND POUNDS!!!—A country paper of August, 1818, states the arrest of a petty farmer, who had been actively employed in making spurious Tea, from black and deadly Nightshade, Ivy-leaves, Alder-leaves, and Potatoe-leaves, the two first deadly poisons, and the others decidedly injurious to health. These were cured by a vitriolic preparation, and coloured with Verdigris and Copperas!

The reports of other trials state, that imitative black Tea is made of Ash-leaves.—When gathered they are first dried in the sun, then baked; they are next put upon a floor, and trod upon till the leaves are small, then sifted and steeped in COPPERAS, with SHEEP'S-DUNG, after which, being dried on a floor, they are fit for use. There is also another mode: when the leaves are gathered, they are boiled in a copper, with COPPERAS and SHEEP'S-DUNG! When the liquor is strained off, they are baked, and trod upon till the leaves are small, after which they are fit for use. The quantity manufactured at a small village, and within eight or ten miles thereof, is supposed to be about twenty tons in a year! One man acknowledged to have made six hundred weight in every week, for six months together, which he disposed of to various Tea-dealers. The fine was sold for four guineas per cwt. equal to ninepence per lb. The coarse at two guineas per cwt. equal to 4*d.* per lb. Elder-buds are manufactured in some places to represent fine Teas.

All these circumstances, and the quick succession in which the convictions followed each other, seemed to point out most forcibly, the

necessity of some plan being devised to secure families against such a system of fraud and villainy. It had been proved that persons apparently respectable, had embarked largely in this nefarious traffic, and a consternation (the natural consequence of these detections) had seized all ranks of society, who thus saw their health, and even their lives, exposed to the mercy of unprincipled individuals. This reflection was the more alarming, from the fact, that the practice was not confined to any part of the country, but extended all over the kingdom.

On this ground, the LONDON GENUINE TEA COMPANY was first established:—it was composed of gentlemen of the City of London, who united for the purpose of securing to the Public, by combining individual advantage with general good, the certainty of obtaining a genuine article, at a very moderate profit on the cost price. To give their intention publicity they had recourse to the usual channels; but in this early stage of their proceedings, and before their business had commenced, public meetings of the Tea-dealers were called, for the purpose of opposing what the Public had already shewn themselves determined to support. It was, perhaps, natural that these persons should have felt alarmed, at the prospect of their trade (which the iniquitous conduct of many of their fraternity had deservedly forfeited) flowing into new channels; and that they would be well aware that public patronage must follow such an undertaking.—All this might have been expected, but it was by no means probable that for such reasons the Public would be deterred from supporting the Company's Establishment.—The contrary was the fact.—Patronage increased in proportion to the efforts of the Trade to prevent it; their meetings dwindled into insignificance, and were universally regarded with contempt; their proceedings were one tissue of folly and imbecility; and now only serve as a standing mark of that weakness, into which men must be led, who endeavour to uphold their claims to public support by clamour, instead of the more decided and upright method of selling an article equally good and genuine with that of their competitors. The business of the LONDON GENUINE TEA COMPANY has now assumed that steady character which places it, in point of importance, above any other house in the Trade. It has been already stated in the preceding address, that the average Amount of their sale has been

UPWARDS OF  
**2,500 POUNDS PER DAY;**  
THIS IS AT THE RATE OF  
9,782 Chests, or about 782,500 Pounds per Annum;  
ON WHICH THE DUTY ALONE IS NEARLY  
**£120,000!**

A much larger sum than was probably ever contributed to the exigencies of the state by any other house in the Tea Trade. These calculations are made on absolute Sales to the Public, and are independent of Teas sold in large parcels to wholesale dealers.

It is not, however, to be expected that the recent convictions will suppress a crime which has existed for a century, and to the commission of which, the temptation is stronger than ever; while the duties remain unrepealed, the opinion may fairly be hazarded that imposition will still continue to be practised on the Public. This opinion must be strengthened when it is stated, that a profit of £300 to £600 per cent. can be obtained by this species of fraud; and it is therefore probable, that not a single individual of those lately fined will desist from his nefarious practices; the profits of which have long since enabled him to meet the trivial loss which attends a conviction, and will speedily reimburse him the penalty in which he has been convicted. Many of these persons still carry on business with as much effrontery as if their characters had incurred no stigma; and there is no doubt, from the low prices

they advertise, that they are still imposing their poisonous trash upon the Public. It, therefore, becomes necessary, that there should be some better security against the fraud than the honesty of a Tea-dealer, or the terrors of the Board of Excise.—Such security is afforded by the establishment of this Undertaking, on the broad basis of integrity and public faith, and by the means of detecting the spurious manufacture, which are as follow:

#### METHODS OF DETECTING ADULTERATED TEA.

*Distinctions between the Sloe and Whitethorn, and the genuine Chinese leaf.*—The Sloe and Whitethorn are the leaves generally selected for the purpose of manufacturing imitative Tea, but fortunately few leaves have less resemblance to each other than these and the Chinese leaf.

The shape of the *Chinese leaf* is slender and narrow, the edges deeply jagged like the teeth of a saw, and the end is sharply pointed. The surface is smooth and silky, and the colour a delicate *pale green*.

The *Sloe-leaf* is more rounded, and the extremity bluntly pointed; the jags on the edges are not so deep nor so sharp as the Chinese leaf; the surface more uneven, the texture not so delicate, and the colour a dark olive green.

N. B. The above comparisons can only be made after the dried leaves have been infused in boiling water several hours.

*Detection of spurious Tea by chemical analysis.*—Upon suspicion of having any counterfeit Tea, made from any shrub, either of Chinese or English produce, make an infusion of it; pour out a cupfull, into which put a grain and a half of blue vitriol, or copperas; if it be genuine green Tea, it will turn to a deep blue, next to black; but if adulterated, there will appear colours of green, black, &c.

Spruce black Tea, slightly moistened, when rubbed on a sheet of white paper, immediately produces a bluish black stain, and speedily affords, by immersion in cold water, the same coloured tincture, which changes to a reddish colour, by adding a few drops of sulphuric acid. Genuine Tea produces an amber-coloured infusion, which does not become reddened by sulphuric acid.

From the observations of Mr. Accum (*Treatise on Culinary Poisons*) on nineteen samples of imitative green Tea, it appeared that they were all coloured with carbonate of copper, (poison.) The test to detect this species of adulteration is, by shaking a teaspoonful of the suspected leaves with about two table spoonfuls of liquid ammonia, diluted with half its bulk in water. If the leaves are impregnated with the minutest portion of copper, the liquid flowing at the top will exhibit a fine blue colour. *Spurious* green Tea coloured with carbonate of copper, acquires a black colour, by being impregnated with sulphureted hydrogen gas. *Genuine* green Tea suffers no change from the action of these tests.

But there is a species of deterioration less pernicious, but equally fraudulent with the foregoing, viz. the *MIXTURE OF BOHEA with the superior Teas*. The very rank and inferior qualities of this Tea very much depreciate the goodness and flavour of other Teas; but the low price at which it is usually sold, offers a strong temptation to the less scrupulous dealer to mix it with the superior kinds, and thereby gain an unfair and exorbitant profit. This shameful practice was deservedly and effectually exposed and reprobated by the LONDON GENUINE TEA COMPANY, one of whose principal pledges to the Public was, to exclude this, as well as all other inferior Teas from their Establishment; and so great a sensation did this exposure excite in the Trade, as well as in the public mind, that Bohea has been gradually declining in price, and is now professedly reprobated by those individuals, who, in the first instance, had the effrontery to assert, that BOHEA was not only *harmless* but *wholesome*.

*And here the LONDON GENUINE TEA COMPANY take the opportunity of cautioning the Public against the numerous imitations of their Establishment. An unfair advantage has been taken of the high character of their Teas, by some obscure shopkeepers, (their early opponents) who are now seeking to build their own fame on that of the Company, and by imitating their wrappers, method of sealing, packing, &c. have in some instances, deceived those persons who were not sufficiently aware of the proper distinctions, but who, no doubt, cannot be imposed on a second time, as these IMITATORS have scrupulously avoided the most important resemblance, viz. the GOOD QUALITIES OF THE TEAS.*

*Some of these imitators have not scrupled to forge the Engraving of the Company's Establishment, 23, Ludgate-Hill, which is printed on all the wrappers; and Purchasers are requested to notice, that the Company do not warrant any Teas as coming from their Warehouse, unless they are packed in leaden cases, inclosed in a wrapper bearing an engraved representation of their principal Establishment, sealed at one end, and the printed price affixed on the other.*

In conclusion, the LONDON GENUINE TEA COMPANY beg leave, on the part of their Agents, to respectfully solicit a continuance of that support with which they have hitherto been honoured. *Upwards of Seven Hundred Agents* are already appointed, and the daily applications from other towns are so numerous, that, in a very short space of time, there will be scarcely a village where their Teas may not be purchased; and they beg to assure the Public, that as their reputation has been established by the sale of a genuine article, they will continue the same line of conduct they have hitherto pursued, and hope, by vending the best Teas only, *free from mixture with Bohea or other deterioration*, to ensure their future favours and recommendations.



#### BEST METHOD OF MAKING TEA.

Tea must be constantly kept from the air, or it will lose its virtue. The choice of water is an important object in making Tea; it should be free from impurities, or it will not extract the true flavour; clear river or rain water is to be preferred, as spring water will not draw off the strength of the Tea; but water filtered through a stone is by far the best. The water should not be boiled on a smoky fire, in an open vessel, or in any thing that can give it a metallic or other taint.

It is somewhat remarkable, that in England, where Tea is so universally drunk, the method of making it is less attended to than perhaps in any country in Europe. A small portion of Tea (even of the middling and inferior kinds) to a great quantity of water, is a common practice in almost every family; and this custom generally arises not so much from regard to economy, as from the force of habit; but it must be evident that such a method cannot produce that fine fragrant beverage, so much extolled in all parts of the world. *Foreigners universally drink the FINEST Teas, and in profusion.* The tea-table is with them one of the first luxuries of life; and though, in this country, in families where it cannot be afforded, economy may be pleaded with propriety, yet those to whom it is a minor consideration, would find the superior flavour and fragrance of the best Teas, when made of a proper strength, amply compensate for the difference in expense.—Ladies should not trust to the judgment of their servants in making Tea.



*The following account of the mode of rearing the Tea Plant in China is annexed, which will no doubt prove interesting.*

[See Engravings in front of this Circular.]

The first process is that of preparing the ground for the seed, by making holes at short distances from each other, and in a strait line, with an implement having a long handle and sharp-pointed head. The seeds are then sown by putting a few, from six to twelve in number, into each of the holes, which are four or five inches deep in the ground; they are then watered, and careful persons are employed to enrich the ground by a mixture of soil and manure.

The next process is the gathering of the leaves, which is not done until the Tea-Plant has reached three years' growth; they are then very carefully plucked, one by one, lest the branches of the Plant should be torn. After they are gathered, they are sorted into classes, according to their size and quality, previously to drying, care being taken that there are not too many in one heap, or they will spoil.

The leaves are not dried on copper plates, as generally supposed, but in iron pans; for chemistry has now ascertained, beyond the possibility of a doubt, that no materials but iron and earthenware are used for the drying of Tea; and that, were it tinctured with the slightest particle of copper, it would easily be detected, by the chemical experiments that have been made on it.

The drying is performed in public drying-houses, built for the purpose, and where every person, who has not the necessary apparatus, may bring leaves to be dried. There are, in these public laboratories,

several ovens, sometimes as many as twenty, each of which is three feet high, with a wide, flat, square or round iron pan at the top; the side, over the mouth of the oven, is bent upwards, for the person who attends the drying, who stands on the opposite side, secure from the fire, and turns the leaves; also, one or more low hut very long tables, covered with fine reed mats, on which the leaves are to be rolled; and a number of workmen, some of whom are employed in attending the drying of the leaves by the oven, and others sitting cross-legged by the tables, to roll the leaves as they come hot from the pan.

The leaves must be dried when fresh; and they are generally brought to the laboratory the same day they are gathered. The process of drying is thus performed:—some pounds of the leaves are put into the iron pan, which, by the fire underneath, has already been heated to that degree, that the leaves, when they are put in, may crackle at the edges of the pan. The fire in the oven must also be so regulated, that the man attending the drying pan may be able to stir up the leaves with his hands, which he continues to do until they become so hot that he cannot handle them any longer: the instant they become so, he takes them out of the pan with a shovel, broad at the mouth like a fan, and pours them upon the mat, in order to their being rolled, as follows:—Each person takes before him a quantity of the leaves, and, whilst they are hot, commences rolling them in the palms of his hands until cold, by which means they are equally curled. They then undergo a *second* drying over the fire in the pans, until all the juice is extracted. In this second drying, they are stirred, not

quickly and hastily as in the first, but very slowly and deliberately, for fear of breaking the curls. They are next delivered to the rollers, who roll them a second time in the same manner; and if the leaves are not fully dry, the process of drying and rolling is repeated a third time.

Great care is taken in the second and third drying, that the heat of the fire be lessened in proportion as the leaves have lost their juices and humidity, or they would be burnt or turned black. For the more valuable Teas, the drying and rolling are repeated four or five, and even seven times; thus drying the leaves more gradually, by which means they preserve that lively and agreeable green colour which distinguishes the best Teas. The pans are always washed clean with hot water between each drying, because a sharp juice sticks to the edges and bottom of the pan, which is apt to discolor the leaves.

The drying and curling of the leaves being finished, they are spread on the floor, or on the tables covered with mats, and are sorted into classes, by which the grosser leaves, and such as are not well curled, or are too much burnt, are divided from the rest. The dust and smaller leaves are separated by sieves.

When the Tea has been dried, it is packed in earthen vessels or baskets; and after it has been kept for some months in these, it is taken out and again dried over a gentle fire, in order to deprive it of any humidity it might still have retained, or contracted during the rainy season. It is then preserved from the air, in earthen or porcelain vessels, until packed in boxes, lined with lead, and covered with a species of fine tissue paper, in which manner it is exported.

\*\* A very interesting HISTORY OF THE TEA PLANT is just published by the London Genuine Tea Company, illustrated with Thirteen elegant Engravings, price 1s. 6d.

*The Principles of Families.*

*Addressed to*

L. G. T. C.